

Television/Radio Script

Date: Revised

Client: Centers for Medicare & Medicaid Services

Medium: Television/Radio "Preventive Services"

Length: :60

Spot #:

Background noises: Children running and laughing; cars/school bus driving by; birds chirping or dog barking.

Intro Shot: Older African-American woman walking down sidewalk towards a school. Then cut to a little boy waiting (perhaps with a few other friends) outside in front of a small neighborhood school. Boy looks as older woman approaches and his face lights up with an irrepressible smile, and he runs forward to woman.

Grandson: Hi, grandma! I love it when you pick me up after school!

Grandma: I do too, sweetie! And now that I'm retired, I can do it every day.

Action: Grandma and Kevin begin to walk away from school.

Grandson: That's GREAT. (slight pause) Uh, grandma, what's retired mean?

Grandma: (small smile) I don't have to work as hard as I used to. Now I can do more of what I want to each day...like seeing my favorite grandson (looking and pointing to him). But I'll have to take care of myself and stay healthy to keep up with you! (teasingly)

Grandson: How will you do that? (slight pause obviously thinking) I know, you can come to soccer practice with me.

Grandma: (laughing) I'm a bit too old for your team Kevin. But I'll walk as much as I can, that's good exercise, too. And Medicare is helping me take good care of my health; they have a program called preventive services. That means the doctors can find out if something is wrong even before I get sick.

Grandson: Will Medicare keep you alive forever, Grandma?

Grandma: Nobody lives forever, baby, but with regular tests and God's love, I can pick you up everyday until you finish school.

Grandson: What! Even when I'm in college?!

(Laughter from both...fade)

Tag line: To find out more about Medicare Preventive Health Services Call 1-800-MEDICARE that's 1-800-633-4227.